



Guarantees in Life by Adrian Law

Transcription

1

00:00:02,840 --> 00:00:04,600

TWO GUARANTEES IN LIFE,

2

00:00:04,610 --> 00:00:05,990

DEATH AND TAXES.

3

00:00:05,991 --> 00:00:07,350

I'M GOING TO ADD ONE OTHER AND I'M

4

00:00:07,351 --> 00:00:10,110

GOING TO GIFT TO YOU A COPY OF MY BOOK,

5

00:00:10,120 --> 00:00:11,260

IF IT WOULD BENEFIT YOU.

6

00:00:11,640 --> 00:00:12,650

I'M GONNA ADD THE THIRD,

7

00:00:12,651 --> 00:00:15,410

THE THIRD DEATH, TAXES, AND CHANGE.

8

00:00:15,420 --> 00:00:16,390

LOOK AT THE WEATHER.

9

00:00:16,490 --> 00:00:19,200

NOT ONLY IS IT INCREDIBLE RIGHT NOW,

10

00:00:19,201 --> 00:00:20,910

BUT AS IT CHANGED OVER THE YEARS,

11

00:00:20,911 --> 00:00:21,190

YOU KNOW,

12

00:00:21,191 --> 00:00:22,130

BACK IN ENGLAND,

13

00:00:22,170 --> 00:00:23,890

THERE WAS FOUR DISTINCT SEASONS.

14

00:00:23,900 --> 00:00:26,440

I REMEMBER GETTING SNOWED IN AND A

15

00:00:26,450 --> 00:00:29,120

LOT OF SNOW AT CHRISTMAS DOESN'T HAPPEN ANYMORE.

16

00:00:29,121 --> 00:00:30,890

IT'S CHANGED IN AUSTRALIA AS WELL.

17

00:00:30,891 --> 00:00:32,300

WHAT ABOUT POLITICIANS?

18

00:00:32,301 --> 00:00:33,070

DOES THAT CHANGE?

19

00:00:33,071 --> 00:00:33,750

OF COURSE,

20

00:00:33,840 --> 00:00:35,490

DO YOU LIVE IN THE SAME HOUSE THAT YOU

21

00:00:35,500 --> 00:00:36,490

ALWAYS HAVE DONE?

22

00:00:36,500 --> 00:00:37,930

HIGHLY UNLIKELY.

23

00:00:37,940 --> 00:00:39,630

AGAIN, CHANGE.

24

00:00:39,631 --> 00:00:42,520

DOES THE WAY THAT WE BUY CHANGE? OF COURSE.

25

00:00:42,610 --> 00:00:44,670

THE WAY WE COMMUNICATE CHANGES.

26

00:00:44,680 --> 00:00:46,050

BUT HERE'S THE CHALLENGE.

27

00:00:46,740 --> 00:00:50,150

A LOT OF YOUR STAFF STRUGGLE WITH CHANGE.

28

00:00:50,730 --> 00:00:51,750

THEY FEAR IT.

29

00:00:52,140 --> 00:00:54,510

THAT'S WHY THIS BOOK IS CALLED,

30

00:00:54,520 --> 00:00:57,370

I NEED TO CHANGE A COUPLE OF THINGS.

31

00:00:57,590 --> 00:01:00,850

SIMPLE STEPS THAT TURN YOUR INTENTIONS INTO ACTION.

32

00:01:00,860 --> 00:01:03,460

YOU SEE WHEN THERE'S A FEAR

33

00:01:04,140 --> 00:01:06,410

WE DON'T WANT TO CHANGE AND IF YOU'RE

34

00:01:06,411 --> 00:01:07,450

A DOMINANT CHARACTER,

35

00:01:07,451 --> 00:01:07,940

WHICH YOU,

36

00:01:07,950 --> 00:01:08,940

YOU MAY OR MAY NOT BE,

37

00:01:08,941 --> 00:01:11,960

BUT CHANGE YOU ENJOY IT WHEREAS EVERYBODY

38

00:01:11,961 --> 00:01:12,960

ELSE DOESN'T.

39

00:01:13,340 --> 00:01:15,710

SO IT'S GOT TO BE SIMPLE STEPS.

40

00:01:15,730 --> 00:01:18,800

NOW, I WAS RUNNING A PRESENTATION JUST

41

00:01:18,801 --> 00:01:20,060

A FEW DAYS AGO,

42

00:01:20,210 --> 00:01:22,170

I WAS ACTUALLY DOING IT FROM MY STUDIO

43

00:01:22,270 --> 00:01:24,180

AND I WAS IN A BOARD ROOM OF A DEALERSHIP ON

44

00:01:24,181 --> 00:01:26,590

THE BIG SCREEN SO I WASN'T PHYSICALLY THERE,

45

00:01:26,600 --> 00:01:27,840

BUT I HAD THE DEALER PRINCIPAL,

46

00:01:27,841 --> 00:01:29,500

THE GENERAL SALES MANAGER, HAD THE BUSINESS

47

00:01:29,501 --> 00:01:31,910

MANAGER AND ALL THE SALES PEOPLE AND

48

00:01:31,920 --> 00:01:34,530

I'M RUNNING A SESSION ON BUILDING VALUE

49

00:01:34,730 --> 00:01:35,960

AND SELLING WITH VALUE,

50

00:01:35,961 --> 00:01:36,800

NOT PRICE.

51

00:01:37,340 --> 00:01:39,670

AND ONE OF THE TOPICS THAT CAME UP

52

00:01:39,680 --> 00:01:42,100

WAS THE POWER OF SENDING VIDEOS TO

53

00:01:42,101 --> 00:01:42,980

YOUR CUSTOMERS.

54

00:01:43,020 --> 00:01:45,560

BUT ONE SALESPERSON 'TONY' WAS FREAKING OUT

55

00:01:45,561 --> 00:01:46,070

ABOUT IT.

56

00:01:46,080 --> 00:01:49,960

HE SAID 'HE DIDN'T LIKE IT' AND HE WAS

57

00:01:50,640 --> 00:01:52,420

RESISTANT TO CHANGE.

58

00:01:52,430 --> 00:01:53,490

NOW HE'S NOT ALONE IS HE?

59

00:01:53,491 --> 00:01:54,510

IT DOESN'T MATTER WHETHER IT'S A

60

00:01:54,511 --> 00:01:56,020

VIDEO OR WHETHER IT'S,

61

00:01:56,300 --> 00:01:56,560

YOU KNOW,

62

00:01:56,561 --> 00:01:58,430

THE WAY THAT YOU FOLLOW UP OR THE WAY

63

00:01:58,431 --> 00:02:01,140

THAT YOU COMMUNICATE DOING SOMETHING DIFFERENT

64

00:02:01,150 --> 00:02:02,160

IS CHANGE.

65

00:02:02,540 --> 00:02:04,960

SO THAT'S WHY THIS BOOK IS IMPERATIVE.

66

00:02:04,961 --> 00:02:06,570

IT'S A POSITIVE PSYCHOLOGY BOOK.

67

00:02:06,571 --> 00:02:08,220

IT'S NOT A SALES BOOK AS SUCH.

68

00:02:08,230 --> 00:02:10,710

IT'S TO DO WITH YOURSELF,

69

00:02:10,720 --> 00:02:11,970

BUT CHANGE IS IMPORTANT,

70

00:02:11,980 --> 00:02:13,070

IT'S NECESSARY.

71

00:02:13,080 --> 00:02:15,360

IT'S ONE OF THE THREE GUARANTEES IN LIFE.

72

00:02:15,361 --> 00:02:19,390

SO LITTLE BABY STEPS IS REQUIRED FOR

73

00:02:19,391 --> 00:02:20,750

PEOPLE THAT FEAR IT.

74

00:02:20,840 --> 00:02:22,400

AND THIS IS SOMETHING THAT I'M AN

75

00:02:22,401 --> 00:02:23,060

EXPERT IN.

76

00:02:23,240 --> 00:02:24,110

I WROTE THE BOOK ON IT.

77

00:02:24,120 --> 00:02:25,180

SO IF YOU'D LIKE A COPY,

78

00:02:25,181 --> 00:02:27,800

JUST SIMPLY REPLY TO THIS VIDEO WITH

79

00:02:27,801 --> 00:02:29,940

THE WORD "BOOK" AND I'LL BE IN TOUCH AND

80

00:02:29,941 --> 00:02:31,150

I NEED YOUR ADDRESS AND SO FORTH.

81

00:02:31,151 --> 00:02:33,410

BUT WE'LL SEND YOU A COMPLIMENTARY COPY

82

00:02:33,411 --> 00:02:35,330

OUT IN THE MAIL FOR YOURSELF,

83

00:02:35,340 --> 00:02:35,950

FOR YOUR TEAM.

84

00:02:35,951 --> 00:02:38,460

WHOEVER IT MAY BE JUST TO NEED TO CHANGE

85

00:02:38,470 --> 00:02:40,260

A COUPLE OF THINGS.

86

00:02:40,290 --> 00:02:41,490

CHANGE IS GOOD.

87

00:02:41,530 --> 00:02:43,160

LET'S DO IT! ALRIGHT, BYE!